

Love is in Australia's Air



With a February 3 issue date, Australia Post brings us a new set of “Love is in the Air” stamps. Shown above is the part of the creative official announcement for the issue, surrounded by enlargements of the four stamps that make up this issue.

Explaining the designs, Australia Post tells us, “The heart is quite simply the most iconic love symbol of all. The exchange of heart-shaped Valentines is believed to have gained popularity in Victorian England. This latest issue of stamps, for special occasions and everyday use, is a fresh and contemporary take on the subject of love and the love-heart form. Each stamp presents a heart-shaped object, floating in a panorama of blue sky and fluffy white

clouds. There is a heart-shaped kite, sky-writing smoke trail, hot-air balloon and cloud.

The stamps convey a sense that love is something limitless, uplifting and exciting; that love is about to happen; that love is in the air.

In addition to the four 70¢ stamps, the Love is in the Air theme is played out in a stamp pack, gutter block of eight, booklets of 10 and 20, First Day Cover, Philatelic-Numismatic cover, and a greeting card with a heart-shaped piece of chocolate. The stamps and associated products are available at www.auspost.com.au/stamps or contact the Australia Stamp Agency in North America toll free (USA and Canada) on 1-800-443-4225 while stocks last.